

Application for Southwest Montana Cooperative Marketing Funds

Please type:

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Tourism Region Southwest Montana

Project Title Virginia City Area Tour Bus Marketing

Total Budget for Project (taken from attached detailed budget) \$ 3,371

Percentage of Cooperative Funds Requested 50 % Dollar Amount of Cooperative Funds Requested
\$ 1,685.50 1000

Proposed starting and ending dates (maximum 1 year) : From Jan 1st 2014 To: Sept 1st, 2014

Funding Source (Outline in detail sources from which funds are to be provided):

a. Regional/CVB funds

\$ 1,685.50 1000

b. Memberships

\$ _____

c. Advertising Revenue

\$ _____

d. Cash on Hand

\$ 1,685.50

e. Other (please list)

1. _____

\$ _____

2. _____

\$ _____

3. _____

\$ _____

TOTAL (should equal total project budget)

\$ 3,371 *

Cooperative Marketing Application

1. Narrative description of this project. Include how the project is executed.

The goal of our project is to improve visibility, increase awareness, improve knowledge, and generate interest in Tour Bus Marketing in Virginia City, and Nevada City all with the intent to increase tourism.

Funding is needed to promote Virginia City and Nevada City as a destination and spoke destination for bus tours in southwest Montana. The funding will provide potential customers with information on the history and current attractions to the area. We will use targeted marketing to entice customers to visit Virginia City and Nevada City from core destinations such as our National Parks. We will utilize the marketing materials to educate Tour Brokers, and Wholesalers to the value of adding hub and spoke tours, or extension tours to our area.

Step #1: Present our area at the RMI (Rocky Mountain International Roundup) April 30th, to May 2nd.

Marketing the opportunity to bring tour busses to Virginia City, and Nevada City. Showcase all of the historic value and attractions and accommodations available to their clients. Following the RMI in Missoula we will host a FAM tour in Virginia City and Nevada City May 4th. We will use this time to give the Tour Brokers and Wholesalers a hands-on experience of the attractions in the area.

Step #2: We will invite tourism professionals throughout the 2014 season to Virginia City and Nevada City on an individual basis. We will be providing entertainment, hands on activities, tours, meals, and lodging during their stay.

2. Anticipated economic benefit of this project (i.e. increased visitation, length of stay, how project will increase appeal of region as a travel destination, etc.)

Approximately 3,500,000 people visited Yellowstone National Park in 2012, over 350,000 people visited Virginia City and Nevada City in the 2013 season. We believe there is an opportunity to increase tourism by improving the visibility of the attractions in our area to the people already in our area.

In local hotels the mid week occupancy for the 2013 season was below 30% (Monday night through Thursday night). By promoting our area as a destination for Bus Tours we hope to attract guests from nearby Yellowstone National Park as well as promote our destination as a viable Bus Tour destination.

Through conversations with Tour Operators that have stumbled upon Virginia City and Nevada City on route between Yellowstone and Glacier Parks we know that Virginia City and Nevada City are largely unknown commodities in the Tour Bus Industry. By providing Tour Brokers and Wholesalers with the information and the value of our site we strongly believe we can drive bus traffic to our area.

3. Target market for this project.

Both international and domestic Tour Brokers or Wholesalers who already have established tour routes that take them near our area. Anyone providing spoke tours in the area. Tour Brokers and Wholesalers who are interested in developing Virginia City and Nevada City as a tour destination.

4. Method of Project Evaluation

We will use current metrics used to measure visitors to Virginia City including local hotel occupation percentages.

We will measure bookings, interest generated, and deals negotiated during RMI and the following FAM tour. Additionally we will track the companies who have requested our information for their marketing, and those visiting Virginia City and Nevada City.

REGION/CVB PROJECT BUDGET
PROJECT NAME

	State Tourism Funds		Other Funds		Total
PROFESSIONALSERVICES:					
Design and Development Services for Brochure and Business Cards	\$150	+	\$150	=	\$300
Design and load USB keys	\$50	+	\$50	=	\$100
TOTAL	\$200		\$200		\$400

MARKETING/ADVERTISING:					
Tri-Fold Brochure / Business Cards	\$225	+	\$225	=	\$450
Labels for give-away materials	\$40		\$40		\$80
Containers for promotion and marketing	\$154		\$154		\$308
USB Keys 1G with logo qty 100	\$250	+	\$250	=	\$500
TOTAL	\$669		\$669		\$1338

RMI Costs:					
Personal Car @.27 per mile	\$47.50	+	\$47.50	=	\$95
Lodging (2 Rooms)	\$124	+	\$124	=	\$248
Summer FAM Invite(~40 invitees)					
Meals (\$4.50 each breakfast & lunch \$10 dinner)	\$380	+	\$380	=	\$760
TOTAL	\$551.50		\$551.50		\$1,103

OTHER:					
RMI Registration	\$265		\$265	=	\$ 530
TOTAL	\$265		\$265		\$530

	\$1,685.5	+	\$1,685.5		\$3,371

PRINTED MATERIALS

Publication Tri Fold Brochure Quantity 250
Color full Paper Stock 80# Recycled 100 Bright White Text
of Pages or Folds 3 Size 8.5 X 11
Ad Sales (Yes or No) No Percentage 0
Distribution Plan (areas & method) Handed out at RMI and distributed with invitations for FAM Tours & Personally distributed to Tour Bus Operators traveling through the area

Publication Business Cards Quantity 500
Color full Paper Stock 110# Recycled 100 Bright White Cover
of Pages or Folds Standard Size Standard
Ad Sales (Yes or No) No Percentage 0
Distribution Plan (areas & method) Personally distributed

Publication USB Drives Quantity 100
Color Full Size 1 Gig
Distribution Plan (areas & method) Personally handed out at RMI and FAM Tours.

Publication Labels for containers Quantity 40
Color Full Paper Stock Labels
of Pages or Folds Size ~ 2" x 3"
Ad Sales (Yes or No) No Percentage
Distribution Plan (areas & method)

Please list any additional information, which you believe justifies and documents the effectiveness of your project(s).